

IBM BESTEAM PROGRAM

IBM BESTeam Program Overview

The IBM Business Enterprise Solutions Team (BESTeam) Program is available to qualified companies who are value-added resellers, systems integrators, network integrators, or consultants. The BESTeam Program provides multiple levels of membership. Each level is designed to support a specific market requirement from expert product marketing and sales knowledge to the highest level of technical expertise.

To receive a BESTeam information package, call 1-800-627-8363 in the United States or 1-800-IBM-CALL, Extension 371, in Canada. You can also request an application from a Managing BESTeam Administrator in the US.

BESTeam provides you with:

- Strategic Products - award winning line of IBM software products that will continue to keep pace with the expanding environment of IBM customers.
- Education - IBM offers members a comprehensive education and training program with curriculum covering the broad IBM product line. Some courses are free to BESTeam members.
- Access to Professional Certification - IBM offers a comprehensive testing program through Drake Prometric for certification on OS/2, LAN Server, and AIX. An extensive education curriculum is available for test preparation, if required. Call 1-800-IBM-TEACH for curriculum and scheduling information. In the United States, free test vouchers are available. Additional products are under review for expansion of the Professional Certification Program from IBM.
- Extensive Technical Support - Including telephone and electronic support, bulletin boards and forums, fax-back services, newsletters, consulting services, developer workshops, application test labs, and access to IBM sponsored events. Additional technical support is available to BESTeam members at a discount (United States).
- Industry-Leading Marketing Programs - training seminars and road-shows, marketing support materials and product release information, including specifications about IBM software products, are sent to members on a regular basis.

The benefits accrue right from the start. Your membership kit includes the BESTeam CD-ROM Library, which contains comprehensive product marketing and support materials as well as product code and/or demonstration code. Upon qualification at a member level, you receive the appropriate IBM BESTeam Merchandising Kit with the ability to use the BESTeam wordmark, and members will be eligible to begin participating in the Lead Referrals program. The farther you advance in the program, the greater the rewards.

IBM North American BESTeam Membership Benefits by Level

BESTeam membership offers benefits to help you cut the costs of doing business. By providing many of the marketing support materials you might otherwise be producing yourself, we help you cut costs. The BESTeam CD-ROM Library provides you ready access to actual code on numerous software products at no cost. The Lead Referral process provides you exposure to business opportunities without the usual expense and effort of typical sales generation activities. There are sales materials available to your staff summarizing IBM software products as well as access to the helpful BESTeam Bulletin Board. At education seminars and marketing events, technical personnel are available to answer questions on products and outline new programs. Membership pays off in many ways.

BESTeam Software Member Benefits

- Product Education & Training (free- and fee-based)
- Pre-Sales Support
- Merchandising Kit (upon qualification)
- Technical Support
- BESTeam Toolkit (program guide)
- Lead Referral (1)
- BESTeam CD-ROM Library
- Red Books and White Papers on CD-ROM
- BESTnews Newsletter
- Conference Call Discussions

BESTeam Professional Software Member Benefits

- All the Software Member Benefits

Plus

- On-line Book Collection CD-ROM
- Business Services (United States)
- Service Leads
- IBM Electronic Access - Talklink
- Software Beta Program Notification

BESTeam Premier Software Member Benefits

- All of the Professional Software Member Benefits

Plus

- Assigned Account Representative
- Developers Connection CD-ROM
- Technical Connection CD-ROM

(1) Made available based on your qualification, skill, industry and geography.

BES*Team* Benefits Description

(Benefits are level dependent. The higher the membership level achieved, the more benefits are available.)

- **Product Education & Training:** Marketing and technical instruction for your staff members on IBM software products within the multiple product categories. Free and fee-based.
- **Pre-Sales Support:** Telephone support for assistance on initial sales activities with prospective customers.
- **Merchandising Materials:** Printed materials describing the IBM products in terms your customers can understand and appreciate.
- **Technical Support:** Extensive technical support packages available for assistance in solving individual customer problems, via an 800-number. Discounted packages available in the United States.
- **BES*Team* Toolkit:** Comprehensive and easy-to-use manual detailing how to access and utilize BES*Team* benefits.
- **Lead Referral:** Eligibility to receive leads direct from IBM based on your level of expertise, industry focus and location.
- **BES*Team* CD-ROM Library:** Provides your staff with a reliable source for IBM software products within multiple product categories. Includes product code, questions and answers, product demonstrations, technical references, and marketing materials.
- **On-line Book Collection CD-ROM:** Convenient access to over 100 OS/2 titles.
- **Red Books and White Papers:** IBM support documents aiding in technical support and product positioning within the market. (United States)
- **BESTnews Newsletter:** Newsletter helping your company and staff stay current on the latest benefits, opportunities and product information.
- **BES*Team* Wordmark:** Displaying the BES*Team* wordmark defines your relationship with IBM in providing quality services and advanced, cost-effective solutions that really work.
- **Business and Technical Communications:** Two-way discussions with IBM specialists on problems, solutions, and future developments. It benefits everyone involved: we provide information on new product development, and you share your opinions with us.
- **Business Services:** Programs and discounts available to help defray the costs of competing in today's business environment. (United States)
- **Software Beta Program:** Notification of new software programs and the process to potentially participate on a test basis prior to their official release.
- **Assigned Account Representative:** IBM Marketing Representatives assigned to assist in software product sales on premier accounts.
- **Developers Connection CD-ROM:** Provides your technical team with the most current information, tools, and pre-release code available from IBM.
- **BES*Team* Merchandising Kit:** Diskette containing reproduction artwork of the BES*Team* wordmark for your specific level, wordmark specification sheets, IBM advertising guidelines, and catalog of BES*Team* promotional items.
- **BES*Team* Electronic Access:** Electronic access to vital up-to-the-minute information on new developments.
- **Technical & Marketing Product Disclosure Briefings:** New development/update information seminars and discussions for strategic use with customers regarding upcoming products and enhancements.
- **Service Leads:** A customer who is purchasing an IBM product is referred to a BES*Team* member for implementation assistance.

IBM North American BESTeam Membership Requirements

Software Member

- One IBM Software Specialty - The test-proven skill to market and sell an IBM software product or group of products.

Professional Software Member

- One IBM Software Specialty per location
plus
- One Professional Engineer Certification from IBM

Premier Software Member

- One IBM Software Specialty per location
plus
- Three Professional Engineer Certifications from IBM

IBM Managing BESTMTeam Administrators - North American Contacts

You may already be familiar with most of our Managing BESTMTeam Administrators (MBAs). The following MBAs were chosen because of their ability to provide marketing support, technical support and distribution of IBM software products.

In United States Call:

- CompuCom Systems, Inc.
1-800-366-9386
- ComputerLand
... a division of Merisel FAB
1-800-227-1222
- Datago
... a division of Merisel FAB
1-800-345-9368
- Gates/Arrow Inc.
1-800-332-2222
- Inacom Corporation
1-800-843-2762 x7640
- Ingram Micro, Inc.
1-800-445-5066
- Intelligent Electronics, Inc.
1-303-486-5000
- Merisel, Inc.
1-800-426-2718
- MicroAge, Inc.
1-800-528-1415 x2666
- Tech Data Corporation
1-800-237-8931

In Canada Call:

- 1-800-IBM-CALL, Extension 371